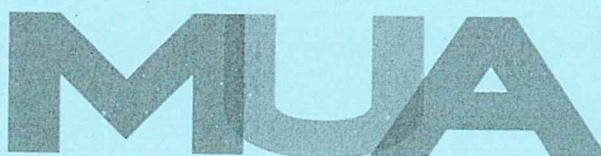


The
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UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

**DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP/ BACHELOR
OF ARTS IN DEVELOPMENT STUDIES**

BML 306/BDS 400: BUSINESS RESEARCH METHODS

DATE: 17TH JULY 2017

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

RESEARCH PROCESS

Scientific research involves a systematic process that focuses on being objective and gathering a multitude of information for analysis so that the researcher can come to a logical conclusion. This process is used in all research and evaluation projects, regardless of the research method (scientific method of inquiry, evaluation research, or action research). The process focuses on testing guesses through a systematic process. In this process, the study is documented in such a way that another individual can conduct the same study again. This is referred to as replicating the study.

Any research done without documenting the study so that others can review the process and results is not an investigation using the scientific research process. The scientific research process is a multiple-step process where the steps are interlinked with the other steps in the process. If changes are made in one step of the process, the researcher must review all the other steps to ensure that the changes are reflected throughout the process.

Required:

- a) Discuss the importance of objectivity in research (5 Marks)
- b) Must research follow a rigid process? Support your answer (5 Marks)
- c) What do you understand by "scientific method of inquiry?" (5 Marks)
- d) Discuss the statement "If changes are made in one step of the process, the researcher must review all the other steps to ensure that the changes are reflected throughout the process" (5 Marks)
- e) With the aid of a flow chart, demonstrate the research writing process (5 Marks)

QUESTION TWO

A research problem is a statement about an area of concern, a condition to be improved upon, a difficulty to be eliminated, or a troubling question that exists in scholarly literature. Enumerate how you would identify a leadership problem that you are able to research on **(15 Marks)**

QUESTION THREE

Any factor that can take on different values is a scientific variable and influences the outcome of experimental research. Gender, color and country are all perfectly acceptable variables, because they are inherently changeable. Discuss five types of research variables **(15 Marks).**

QUESTION FOUR

Operationalized conceptual framework is a good basis of developing an instrument for data collection to address the objectives of a study. Discuss this statement **(15 Marks).**

QUESTION FIVE

Literature review is a text of scholarly paper, which includes the current knowledge including substantive findings, as well as theoretical and methodological contributions to a particular topic.

- a) Briefly discuss the factors you will consider when reviewing literature

(10 Marks).

- b) Explain the major components of a literature review

(5 Marks).

QUESTION SIX

- a) Describe the main features of a good research report (6 Marks).
- b) Distinguish between qualitative and quantitative research (3 Marks).
- c) Briefly define the following terms;
 - i. Target population (2 Marks)
 - ii. Study population (2 Marks)
 - iii. Sample (2 Marks)